

## Save 40¢ on Benson & Hedges 100's.

**CONSUMER:** Limit—one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Consumer pays any sales tax.

**RETAILER:** Philip Morris will reimburse you the face value of this coupon plus 38¢ handling and postage provided you and the consumer have complied with

the terms herein. Void when submitted by unauthorized agent. Invalid showing purchases of sufficient stock to cover all coupons must be shown upon request. Cash value \$208. Redeem by mailing to Philip Morris, USA, P.O. Box 7500, Kankakee, IL 60902.



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## Save 40¢ on Merit or Merit Ultima.

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## Save 40¢ on Virginia Slims or Superslims.

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## Save 40¢ on Parliament Lights or Saratoga.

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# Quality for every taste and style.

**Benson & Hedges 100's**  
The length you go to  
for pleasure.

**Merit or  
Merit Ultima**  
Great Long Lasting  
You've got Merit.  
Available in  
Kings and 100's.

**Virginia Slims  
or Superslims**  
Great taste  
and a style that's  
all your own.  
In 100's and 120's.

**Parliament Lights**  
Try Parliament's  
perfect flavor for tonight's  
light smoking enjoyment.  
Kings or 100's.

**Saratoga**  
Experience 100's rich  
and full flavored for today's  
smoking enjoyment.



**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

Benson & Hedges Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Merit: 8 mg "tar," 0.8 mg nicotine—Parliament Lights: 9 mg "tar," 0.7 mg nicotine—Virginia Slims: 15 mg "tar," 1.1 mg nicotine—Saratoga: 15 mg "tar," 1.2 mg nicotine by tar.

## Save \$1 on three packs.

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## Save \$2 on one carton.

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